



WSYX Columbus
1261 Dublin Rd
Columbus, OH 43215

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 1366234

Schedule Dates

09/04/12-09/17/12

Advertiser

Stivers Congressional District 15 (33042)

Agency

Strategic Media Placement (6694)

Product

POLITICAL CANDIDATE (ns) (1186)

Brand

2647 9/4-9/17 (471029)

Salesperson

HOUSE-COLUMBUS, WSYX/WTTE/ESYX/WWHO (1

Sales Office

WSYX/WTTE/ESYX/WWHO

Buyer Name

Eversole, W

Phone/Fax

/

CPE

2647

Account Types

Local/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

Comments

Date Entered

08/31/12

Last Modified

08/31/12

Entered By

Lorie Luthman

CO-OP

No

Headline #

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$3,007.50

Net Total

\$17,042.50

Sales Tax

Columbus (WSYX)

By Broadcast Month

Sep. 2012

Grand Total:

Spots

44

Rate

\$20,050.00

\$20,050.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	6:58A- 8A (EST)	1					X			1	\$300.00	\$300.00	Columbus (WSYX)		8/31/12
2.0	Revised Line / SPOT	09/10/12-09/13/12	3	:30	6:58A- 8A (EST)		1	1		1							Columbus (WSYX)		8/31/12
2.1	Normal Line / SPOT	09/10/12-09/13/12	3	:30	6:58A- 8A (EST)		1	1	1	1				3	\$300.00	\$900.00	Columbus (WSYX)		8/31/12
3.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	6:58A- 8A (EST)		1	X						1	\$300.00	\$300.00	Columbus (WSYX)		8/31/12
4.0	Normal Line / SPOT	09/04/12-09/04/12	2	:30	10:57A- 12P (EST)		1	X						1	\$500.00	\$500.00	Columbus (WSYX)		8/31/12
5.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	10:57A- 12P (EST)		1				X			1	\$400.00	\$400.00	Columbus (WSYX)		8/31/12
6.0	Revised Line / SPOT	09/10/12-09/14/12	3	:30	10:57A- 12P (EST)		1	1	1	1	1			4	\$400.00	\$1,600.00	Columbus (WSYX)		8/31/12
6.1	Normal Line / SPOT	09/10/12-09/14/12	3	:30	10:57A- 12P (EST)		1	1	1	1	1			1	\$400.00	\$400.00	Columbus (WSYX)		8/31/12
7.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	10:57A- 12P (EST)		1	X						1	\$500.00	\$500.00	Columbus (WSYX)		8/31/12
8.0	Normal Line / SPOT	09/04/12-09/04/12	2	:30	12P- 1P (EST)		1	X						1	\$700.00	\$700.00	Columbus (WSYX)		8/31/12
9.0	Normal Line / SPOT	09/04/12-09/04/12	2	:30	5P- 5:30P (EST)		1	X						1	\$700.00	\$700.00	Columbus (WSYX)		8/31/12
10.0	Normal Line / SPOT	09/04/12-09/04/12	2	:30	6P- 6:30P (EST)		1	X						1	\$700.00	\$700.00	Columbus (WSYX)		8/31/12
11.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	12P- 1P (EST)		1				X			1	\$350.00	\$350.00	Columbus (WSYX)		8/31/12
12.0	Revised Line / SPOT	09/10/12-09/13/12	3	:30	12P- 1P (EST)		1	1	1	1							Columbus (WSYX)		8/31/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



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2647 9/4-9/17 (471029)

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Sales Office

WSYX/WTTE/ESYX/WWHO

Buyer Name

Eversole, W

Phone/Fax

/

CPE

2647

Account Types

Local/Political Candidate Agency BRD

Billing Type

Weekly/Irregular

Comments

Date Entered 08/31/12

Last Modified 08/31/12

Entered By Lorfe Luthman

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$3,007.50

Net Total \$17,042.50

Sales Tax

Columbus (WSYX)

By Broadcast Month

Spots 44

Rate \$20,050.00

Rate

Spots

Rate

Spots

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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.1	Normal Line / SPOT	09/10/12-09/13/12	3	:30	12P- 1P (EST)	1	1	1	1	1				3	\$350.00	\$1,050.00	Columbus (WSYX)		8/31/12
13.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	12P- 1P (EST)	1	X							1	\$350.00	\$350.00	Columbus (WSYX)		8/31/12
14.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	5P- 5:30P (EST)	1					X			1	\$500.00	\$500.00	Columbus (WSYX)		8/31/12
15.0	Revised Line / SPOT	09/11/12-09/14/12	3	:30	5P- 5:30P (EST)	1	1	1	1	1				1	\$500.00	\$1,500.00	Columbus (WSYX)		8/31/12
15.1	Normal Line / SPOT	09/10/12-09/14/12	3	:30	5P- 5:30P (EST)	1	X							3	\$500.00	\$1,500.00	Columbus (WSYX)		8/31/12
16.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	5P- 5:30P (EST)	1	X							1	\$500.00	\$500.00	Columbus (WSYX)		8/31/12
17.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	5:30P- 6P (EST)	1					X			1	\$500.00	\$500.00	Columbus (WSYX)		8/31/12
18.0	Revised Line / SPOT	09/11/12-09/13/12	3	:30	5:30P- 6P (EST)	1	1	1	1	1				3	\$500.00	\$1,500.00	Columbus (WSYX)		8/31/12
18.1	Normal Line / SPOT	09/10/12-09/13/12	3	:30	5:30P- 6P (EST)	1	X							1	\$500.00	\$500.00	Columbus (WSYX)		8/31/12
19.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	6P- 6:30P (EST)	1	X							1	\$500.00	\$500.00	Columbus (WSYX)		8/31/12
20.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	6P- 6:30P (EST)	1					X			1	\$500.00	\$500.00	Columbus (WSYX)		8/31/12
21.0	Revised Line / SPOT	09/10/12-09/14/12	3	:30	6P- 6:30P (EST)	1	1	1	1	1				5	\$500.00	\$2,500.00	Columbus (WSYX)		8/31/12
21.1	Normal Line / SPOT	09/10/12-09/14/12	3	:30	6P- 6:30P (EST)	1	X							1	\$500.00	\$500.00	Columbus (WSYX)		8/31/12
22.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	6P- 6:30P (EST)	1	X							1	\$500.00	\$500.00	Columbus (WSYX)		8/31/12



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Agency Strategic Media Placement (6694)
Product POLITICAL CANDIDATE (ns) (1186)
Brand 2647 9/4-9/17 (471029)
Salesperson HOUSE-COLUMBUS, WSYX/WTTE/ESYX/WWHO (1
Sales Office WSYX/WTTE/ESYX/WWHO
Buyer Name Eversole, W
Phone/Fax /
CPE 2647
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments

Date Entered 08/31/12
Last Modified 08/31/12
Entered By Lorie Luthman
CO-OP No
Headline #
Demo
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Commission \$3,007.50
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23.0	Normal Line / SPOT	09/09/12-09/09/12	3	:30	5:58P- 6:30P (EST)	1							X	1	\$500.00	\$500.00	Columbus (WSYX)		8/31/12
24.0	Normal Line / SPOT	09/16/12-09/16/12	3	:30	5:58P- 6:30P (EST)	1							X	1	\$500.00	\$500.00	Columbus (WSYX)		8/31/12
25.0	Normal Line / SPOT	09/07/12-09/07/12	3	:30	6:58P- 7:30P (EST)	1					X			1	\$500.00	\$500.00	Columbus (WSYX)		8/31/12
26.0	Revised Line / SPOT	09/10/12-09/13/12	3	:30	6:58P- 7:30P (EST)		1	1		1							Columbus (WSYX)		8/31/12
26.1	Normal Line / SPOT	09/10/12-09/13/12	3	:30	6:58P- 7:30P (EST)		1	1	1	1				3	\$500.00	\$1,500.00	Columbus (WSYX)		8/31/12
27.0	Normal Line / SPOT	09/17/12-09/17/12	3	:30	6:58P- 7:30P (EST)		1							1	\$500.00	\$500.00	Columbus (WSYX)		8/31/12

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